

NATIONAL CANNERS ASSOCIATION



Information Letter



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CONTENTS

	Page		Page
Radio campaign keeps up its wonderful record	1931	Schedule for canning crop reports ..	1928
"The canners ask more rigid laws" ..	1932	Business conditions	1929
Stocks of canned peas, corn, and tomatoes on December 31	1932	Forecast of canned food carload shipments	1930
Increases indicated in acreage of snap beans and sweet corn	1924	Bill to license commission merchants reported in House	1930
Directors to meet May 21st	1930	Census of fruit and nut crops in far west	1930
Hearing in southwestern case postponed	1924	Wholesale trade in February	1931
Tariff bill in conferees' hands	1929	Report on Tennessee-Carolina rate case	1931
Editorial comment on proposed labeling legislation	1928	Commercial truck crops for shipment ..	1931
Truck crop markets	1927	Cuban Vegetable shipments to United States	1929

Radio Campaign Keeps Up its Wonderful Record

The broadcasting campaign continues to hold the interest of the radio audience all over the country, and there has been little or no decline in the number of letters arriving at the office of the Association in Washington. During the first few programs souvenirs were offered, and it was thought that possibly when the souvenirs were no longer offered there would be a decline in the volume of correspondence. This has not proved the case, however, as the radio audience is exhibiting as keen an interest in the publications that are offered, including the Canny Cook News and the recipe book, as in the souvenirs.

The first issue of the Canny Cook News has been sent to all members of the Association. The new recipe book, which has been printed in attractive style in keeping with the other literature of the broadcasting campaign, is proving very popular, and already over 6,000 copies have been called for. The letters received as a result of the broadcasting ask many interesting questions and reveal that the housewives are anxious to learn the real facts about the canning industry's products.

During the week a second bulletin directed to the distributing trades was printed, its distribution being made through the various trade organizations.

In view of the fact that more active cooperation from the dealers is necessary to make the campaign as much of a success in business as it is in interest shown by the audience, the

chairman of the Association's Advertising Committee addressed a personal letter to every canner in the United States, urging them to communicate with brokers and distributors who are in constant touch with the retailers of the country, and thus stimulate dealer cooperation.

The Saturday Evening Post for April 12, which goes on the newsstands April 10, will carry the double-page advertisement of the campaign and will offer a copy of "The Wonderful Story of Canned Foods," a new bulletin describing in an interesting manner the canning industry and its products.

Up to the end of the third week of the campaign, nearly 30,000 communications have been received from the radio audience.

"The Cannerymen Ask More Rigid Laws"

Under the title "The Cannerymen Ask More Rigid Laws" Wainwright Evans contributes an interesting and forceful article to the April issue of the Nation's Business, the official magazine of the U. S. Chamber of Commerce. The article deals with two measures now pending in Congress—the Mapes bill, sponsored by the National Cannerymen Association, and the bill sponsored by the National Preserves Association to define jams, jellies and preserves. The editorial introduction to Mr. Evans' article says:

"Few doubt that business leaders have common sense. The opinion is less unanimous that they have idealism. Perhaps the terms are more nearly synonymous than they are reported to be. At any rate, two powerful organizations are asking laws to enforce an idealism which, they say, is merely common sense."

Every canner interested in the proposed legislation to require the informative labeling of canned foods of inferior quality will find this article of great interest.

Stocks of Canned Peas, Corn, and Tomatoes on December 31

The Department of Commerce announces that, according to data collected at the annual census of stocks held by cannerymen and distributors, the stocks of canned peas, corn, and tomatoes on hand December 31, 1929, not including those in retail stores, were as follows: Canned peas, 10,082,487 cases; canned corn, 11,298,166 cases; canned tomatoes, 10,322,274 cases. These amounts when compared with stocks reported for December 31, 1928, show a decrease of 4.5 per cent for peas, an increase of 6.6 per cent for corn, and an increase of 31.1 per cent for tomatoes.

Stocks were reported in actual numbers of cases, and these have not been reduced to equivalent standard cases. In this report, therefore, the packs for both 1923 and 1929 are also stated in actual numbers of cases. Neither the stock nor the pack statistics as here shown are comparable with pack statistics representing equivalent standard cases which have been published for earlier years.

The pack figures for individual sizes of cans are correct within a fairly narrow margin of possible error, but some degree of inaccuracy exists in the stock figures for individual sizes, because of the fact that the canners and distributors were not called upon, in reporting their stocks, to specify the miscellaneous sizes of cans under "Other Sizes."

So far as the figures for total stocks and total pack are concerned, the only cause of incomparability is the fact that the figures for stocks are less nearly complete than those for pack.

Returns on stock held by canners were practically complete, but 912, or nearly 18 per cent, of the 5,113 distributors canvassed failed to respond to the request for data, and no basis for estimating their stocks is available.

The following table presents statistics for each State which reported stocks of more than 100,000 cases of either peas, corn, or tomatoes:

	Number of cases reported, all sizes		
	Peas	Corn	Tomatoes
Arkansas	26,436	66,480	232,937
California	231,006	296,635	1,622,777
Colorado	121,673	64,307	65,363
Delaware	59,116	48,218	316,749
Georgia	45,212	46,546	165,874
Illinois	972,227	2,226,065	471,708
Indiana	171,279	241,622	291,643
Iowa	66,353	755,273	86,570
Kansas	71,973	66,666	114,525
Maine	55,915	564,945	26,022
Maryland	269,614	318,700	1,266,388
Massachusetts	266,403	189,612	196,463
Michigan	282,123	175,150	179,056
Minnesota	265,463	1,305,671	162,110
Missouri	120,590	209,688	469,738
Nebraska	50,740	127,787	75,456
New Jersey	49,902	66,461	243,306
New York	1,260,516	833,150	755,117
Ohio	327,646	773,912	335,796
Oklahoma	66,689	116,886	156,296
Pennsylvania	416,323	462,622	469,513
Tennessee	67,056	169,966	205,245
Texas	192,598	251,307	224,264
Utah	617,753	20,316	276,677
Virginia	46,989	20,141	328,388
Washington	147,886	136,292	97,398
Wisconsin	2,765,915	290,320	94,048
All other States	686,464	919,393	1,001,431
Total	10,082,487	11,299,166	10,822,274

The following table shows the number of cases of corn, peas and tomatoes, by sizes of containers, packed in 1923 and 1929,

as reported by the canners, and the number of cases held in stock on December 31, 1928 and 1929, as reported by canners and distributors. The Census Bureau did not collect the statistics on the pea pack in 1929, and there is inserted in the table the pack in 1929 as reported by the National Canners Association, stated in standard cases of number 2's.

Articles and sizes of cans	Number of cases reported as packed in—		Total stocks on hand reported by canners and distributors as of December 31—	
	1928	1929	1928	1929
CORN				
No. 1	885,448	1,193,450	640,071	810,149
No. 2	12,774,493	14,980,500	9,248,103	9,974,389
No. 2½	a	a	3,994	b
No. 3	a	a	4,815	b
No. 5	26,494	a	26,479	37,990
No. 10	426,938	530,492	258,354	332,002
Other sizes and jars	129,144	479,645	418,863	242,977
Total	14,332,508	17,114,090	10,598,781	11,398,106
PEAS				
No. 1	1,321,807	781,001	976,599
No. 2	14,758,577	8,631,784	8,322,461
No. 2½	b	31,002	3,004
No. 3	b	11,539	2,414
No. 5	a	3,443	7,840
No. 10	1,217,397	602,172	602,326
Other sizes and jars	279,033	499,330	185,374
Total	17,476,714	c 19,530,000	10,569,296	10,082,487
TOMATOES				
No. 1	942,820	1,881,594	338,860	943,116
No. 2	3,732,482	10,562,368	3,282,191	3,429,266
No. 2½	2,618,935	3,940,126	1,947,922	1,699,613
No. 3	1,949,833	1,909,430	797,490	870,843
No. 5	a	a	2,413	10,680
No. 10	1,737,695	2,784,445	895,395	1,141,537
Other sizes and jars	469,556	736,122	478,771	234,999
Total	13,386,441	20,784,303	7,874,944	10,322,974

a Included in "Other sizes and jars."

b None reported.

c Total pack in standard cases of No. 2's as compiled by National Canners Association. Pack in 1928 in standard cases of No. 2's was 17,943,436 cases.

Increases Indicated in Acreage of Snap Beans and Sweet Corn

The intended acreage of snap beans for canning or manufacture in 1930 is nearly 18 per cent larger than the acreage harvested in 1929, according to reports to the United States Department of Agriculture from 207 firms which grew more than three-fifths of the acreage estimated for harvest last season.

Intentions to increase acreage are indicated in all States except Maine, South Carolina, Colorado and Oregon. Canners in the South Central States of Tennessee, Mississippi, Arkansas and Louisiana are apparently planning to expand their 1930 acreage from 30 to 63 per cent; Indiana canners report intentions to increase 32 per cent, New York and Maryland 14 per cent. Of the 207 firms reporting from all States, 113 indicate

acreage increases, 45 indicate decreases, and 49 report no change.

If present intentions are carried out, the 1930 acreage will be around 56,400 acres compared with the estimate of 47,860 acres harvested in 1929, and with a five-year average of 35,982 acres during the period, 1925-1929.

The acreage actually planted may be larger or smaller than the intention reports indicate, due to weather conditions, the possible effect of this report upon canners' plans and other influencing factors.

State	1927 Acres	1928 Acres	1929 (subject to revision) Acres	Intended 1930 as per cent of 1929 Per cent
Maine	600	970	1,000	100
New York	5,530	6,840	8,110	114
Pennsylvania	890	1,190	1,450	111
Indiana	830	1,800	2,320	132
Michigan	2,400	2,920	3,540	112
Wisconsin	3,910	4,600	5,730	105
Delaware	400	870	870	116
Maryland	3,300	4,360	5,430	114
South Carolina	700	700	820	95
Tennessee	1,230	1,220	1,220	130
Mississippi	1,780	1,600	1,600	103
Arkansas	880	1,790	2,240	125
Louisiana	1,610	3,040	3,060	144
Colorado	900	1,600	2,400	83
Utah	880	1,020	1,200	111
Washington	370	700	1,930	114
Oregon	450	650	720	95
California	150	470	730	108
Other States	1,540	3,010	3,310	129
United States	25,920	39,270	47,860	117.9

The intended acreage of sweet corn for canning or manufacture in 1930 is nearly 12 per cent larger than the acreage harvested last year. This indication is based upon reports to the United States Department of Agriculture of 200 firms which grew 64 per cent of the acreage estimated for harvest last season.

Canners in all States except Pennsylvania, Delaware and the New England States report intentions to plant larger acreages. The Middle Western States report intended increases ranging from 11 to 22 per cent; New York, 14 per cent; Tennessee, 16 per cent; Maryland, 2 per cent. Of the 200 firms reporting for all States, 99 indicate acreage increases, 34 indicate decreases, and 67 report no change.

If present intentions are carried out, the 1930 acreage will be around 370,000 acres compared with the estimate of 331,070 acres harvested in 1929. This would mean an acreage 18 per cent larger than the five-year average during the period, 1925-1929.

These intentions are necessarily subject to change prior to actual planting, and the planted acreage may be greater or less than present indications.

State	1927 Acres	1928 Acres	1929 (subject to revision) Acres	Intended 1930 as per cent of 1929 Per cent
Maine	8,280	10,770	14,850	80
New Hampshire	780	1,110	1,320	80
Vermont	1,870	1,940	2,870	100
New York	20,290	27,000	24,600	114
Pennsylvania	2,800	4,140	4,470	100
Ohio	19,730	27,510	27,700	111
Indiana	17,010	27,390	28,300	120
Illinois	40,450	58,300	62,220	112
Michigan	9,400	8,980	8,220	122
Wisconsin	10,410	14,780	14,780	112
Minnesota	20,420	28,000	43,900	119
Iowa	20,750	30,860	43,450	112
Nebraska	4,600	5,470	5,740	116
Delaware	2,900	4,060	5,900	95
Maryland	27,900	35,500	28,700	108
Tennessee	4,380	2,100	3,400	118
Other States	4,380	2,700	3,250	122
United States	223,350	305,960	321,070	111.6

Directors to Meet May 21st

President Hume has set as the date for the spring meeting of the Board of Directors Wednesday, May 21. The meeting will be held at the Washington office of the Association, and will open at 10 o'clock in the morning.

Hearing in Southwestern Case Postponed

The hearing in the Consolidated Southwestern Cases, involving rates on canned foods (Docket 13535), which had been assigned for April 15, 1930, at Chicago, Ill., before Examiner Carter, has been postponed to a date to be hereafter fixed.

Tariff Bill in Conferees' Hands

The tariff bill is now in conference, and it is estimated that the work of the Conference Committee will take a month or six weeks. The Senate conferees are Senators Smoot of Idaho, Watson of Indiana, Shortridge of California, Simmons of North Carolina, and Harrison of Mississippi. The House conferees are Representatives Hawley of Oregon, Treadway of Massachusetts, Bacharach of New Jersey, Garner of Texas, and Collier of Mississippi.

Editorial Comment on Proposed Labeling Legislation

The following editorial on standardization of canned foods appeared in the April issue of the Ladies' Home Journal:

"Two bills are before Congress which seek to correct the lack of complete standardization in canned foods.

"The Mapes bill would compel the labeling of all substantial foods—below a standard to be determined by the Secretary of Agriculture. Experts claim it would cover only a small portion of the foods in distribution.

"The Hope bill is not mandatory, but would set up adequate standards of quality, condition and fill of container which canners might use. Because it is not mandatory, the attempt to arrive at satisfactory standards no one would be compelled to use would seem to render it premature. Legislation in this field should go forward only when Congress is ready to set up effective enforcing machinery.

"Consumers are not without criterions of quality, however. The real purposes of the movement which has resulted in these two bills have been to extend to all canners the standards of quality achieved by those pioneers carrying extensively advertised brand names. Their constant research to maintain high quality has been one of the most impressive achievements in our merchandising life."

Truck Crop Markets

Late frosts caused considerable damage to truck crops in Mississippi and other southern areas during the week ended March 29, according to the U. S. Market News Service. Tomatoes and green peas were hit rather hard in Mississippi, but much of the acreage will be replanted. Cucumbers and berries were damaged in Alabama.

Orange shipments increased to 1,750 cars, with California originating 1,300 and Florida the other 450. Movement was about one-third lighter than a year ago. Forwardings of grapefruit decreased further to 580 cars, nearly all of them from Florida. Arrivals from Porto Rico increased to 100 cars.

Texas spinach shipments suddenly dropped to 330 cars. Virginia moved 45 cars.

California cauliflower movement increased greatly to 475 cars. Some cauliflower was coming from Oregon.

Carrot output increased nearly everywhere to a total of 385 cars.

In addition to 110 carloads of cabbage from Holland and a few from Cuba, Germany also shipped 4 carloads to the United States. Total domestic movement decreased to about 500 cars, because of the sharp drop to 155 cars in Florida. Texas held about steady at 285 cars, while South Carolina increased to 40.

Asparagus shipments increased very rapidly to 430 cars, of

which California supplied about 425 and Georgia the remainder. During the same week last season, the movement totaled 170 cars.

Florida strawberry output dropped to 65 cars, while Louisiana increased to 33 and the first car was reported from southern Texas. Cold weather in Louisiana was limiting the offerings.

Imports of tomatoes from Mexico mounted rapidly to 720 cars for the week and Florida shipments increased to 460 cars. Prices tended downward.

Shipments of apples were maintained at the rate of 175 cars each day, with western states furnishing 100 of this number. Washington started 690 cars, Virginia 140 and New York 250 cars.

Combined movement of 23 fruits and vegetables held around 15,550 cars for the week, or 1,000 less than a year ago.

CARLOT SHIPMENTS

Commodity	Mar. 23-29 1928	Mar. 16-22 1929	Mar. 24-30 1929	Total this season to Mar. 29	Total last season to Mar. 29	Total last season
Apples, total	1,315	1,185	913	93,881	122,322	127,580
Eastern states	457	532	380	48,780	60,399	62,709
Western states	758	653	533	47,051	61,924	64,822
Asparagus	420	167	171	710	247	2,110
Carrots	382	269	275	3,280	4,355	11,834
Cabbage	406	394	1,167	6,325	9,617	44,127
Cauliflower	303	393	196	8,402	8,101	9,896
Green peas:						
Domestic	97	84	83	991	667	5,163
Imports	5	18	30	2,115	1,347	1,331
Mixed vegetables:						
Domestic	773	702	687	8,714	10,655	32,446
Imports	29	31	8	292	153	216
Pears	36	77	39	20,693	24,332	24,439
Peppers:						
Domestic	70	54	96	497	731	2,299
Imports	21	16	29	334	519	366
Spinach	385	722	543	7,104	7,825	10,349
Strawberries	100	162	183	1,547	1,679	18,026
String beans:						
Domestic	67	75	207	2,742	1,640	8,631
Imports	2	2	0	5	0	0
Tomatoes:						
Domestic	439	356	382	2,105	3,901	31,943
Imports	732	447	395	4,802	4,298	5,941

Schedule for Canning Crop Reports

The Division of Crop and Livestock Estimates of the U. S. Department of Agriculture has announced its general schedule for reports on canning crops during the current year.

As indicated in this schedule, besides the reports on intended acreage, planted acreage, and forecasts of production, there will be semi-monthly reports on condition for a majority of the crops.

Every canner will appreciate the value of these reports in his business and he should likewise realize that the prompt issu-

ance of adequate reports will depend entirely on the willingness of the canners to cooperate by responding promptly to the Crop Division's requests for information.

The Crop Reporting Division is doing its best to improve and expand its service to the industry, but it cannot make reports if the canners themselves fail to furnish the necessary information.

Every canner is therefore urged to study the following schedule and make plans to give the Crop Reporting Division every assistance possible in securing accurate and comprehensive information.

The schedule as announced by the Crop Reporting Division is as follows:

Crop	Intended acreage	Planted acreage	Production forecast	Condition bi-monthly reports
Asparagus:				
California	Jan. 20	March 6
Others	Aug. 9
Beans, Green Lima	Apr. 16	June 23	Aug. 23	May 23-Aug. 23.
Beans, Snap	Apr. 2	June 23	July 23	May 23-Aug. 23.
Beets (a)	Apr. 16	Aug. 9	Sept. 9	June 23-Sept. 9
Cabbage for Kraut	Apr. 16	July 9	Sept. 9	June 23-Sept. 23
Corn, Sweet	Apr. 2	June 23	Aug. 9	June 9-Sept. 23
Cucumbers for Pickles..	Apr. 16	July 9	Sept. 9	June 23-Sept. 23
Peas, Green	Mar. 16	May 23	June 23	May 9-July 23
Pimientos: Calif.	May 16	Aug. 5	Aug. 5
Spinach:				
California	Jan. 7	Mar. 9	Mar. 9
Others	May 9
Tomatoes	May 2	June 23	Aug. 9	May 23-Sept. 23
Blackberries (a)	Aug. 2	May 23-Aug. 23
Loganberries (a)	Aug. 2	May 23-Aug. 9
Raspberries (a)	Aug. 2	May 23-July 23
Strawberries (a)	Aug. 2	May 23-July 9

(a) Series of reports to be established if adequate information can be obtained.

Business Conditions

Commercial transactions during the week ended March 29, as reflected by check payments, were lower than in either the previous week or the corresponding week of a year ago, according to the weekly statement of the Department of Commerce. Operations in steel plants during the latest reported week were on a lower level than in either the previous week and the same week last year.

The general index of wholesale prices was fractionally lower than in the previous week, showing a decline also from a year ago.

Bank loans and discounts at the end of the week were higher than in either the previous week or the same period of the preceding year. Prices for stock showed further recovery during the week but were lower than a year ago. Interest rates on both time and call funds averaged higher than in the previous week

but were considerably lower than for the corresponding week of last year.

Movement of commodities by rail, as shown by statistics covering the latest reported week, was less than both the preceding week and the corresponding period of 1929.

	CAR LOADINGS			Merchandise	Other
	Total	Miscellaneous	L. C. L.		
Week ended March 23	875,942	369,144	251,437		255,361
Preceding week	881,187	358,776	232,865		272,146
Corresponding week, 1929	982,400	401,840	288,415		297,145
Corresponding week, 1928	930,194	389,663	266,564		310,768

Forecast of Canned Food Carload Shipments

Shipment of canned food products, including catsup, jams, jellies, olives, pickles, preserves, etc., during the second quarter of 1930, are forecast by the Shippers' Regional Advisory Boards at 39,123 carloads, as compared with actual shipments of 40,465 carloads in the second quarter of 1929, a decrease of 3.3 per cent.

Shipments of the 29 principal commodities of all kinds during the second quarter of 1930, it is estimated, will be 4.2 per cent smaller than during the corresponding period of 1929.

Bill to License Commission Merchants Reported in House

The House Committee on Agriculture has reported in amended form the bill (S. 108) passed by the Senate to regulate practices in the marketing of perishable agricultural commodities in interstate and foreign commerce. This bill would require the licensing of commission merchants, brokers, and dealers engaged in buying and selling in carload lots.

Census of Fruit and Nut Crops in Far West

A special survey of the fruits and nuts industries in California, Arizona, Idaho, Oregon, and Washington will be included in the census now being taken by the Bureau of the Census, Department of Commerce. Economists of the U. S. Department of Agriculture emphasize that this survey is expected to yield important information on the production and acreage of orchard fruits, grapes, subtropical fruits, and nuts; also on acreage, number of trees, and production of citrus fruits classified into several varieties, and similar information with reference to total grapes, raisin grapes, and juice grapes. For fruits that are dried, census enumerators will ask for the quantities sold dry and sold fresh.

Orchard fruits covered by the survey will include apples, apricots, cherries, figs, peaches, pears, plums, and prunes. Sub-

tropical fruits include Valencia oranges, Navel oranges, lemons, Marsh grapefruit, avocados, olives, and other fruits. Nuts will include Persian or English walnuts, almonds, and other nuts. The total area in fruit orchards, vineyards, and planted nut trees on April 1, 1930, will be ascertained.

Census officials give assurance that the information covered by the survey will be treated as strictly confidential and will not be used as a basis of taxation, nor communicated to any tax official.

Wholesale Trade in February

Reports to the Federal reserve system by wholesale firms indicate that sales in February were smaller than in February a year ago, for meats, dry goods, shoes, hardware, drugs, and silk goods, and about the same for groceries. Changes in sales of wholesale grocers, by districts, are shown in the following table, decreases being indicated by a minus sign:

	Sales, February, 1930, compared with February, 1929 Per cent	Sales, Jan. 1-Feb. 28 compared with Jan. 1-Feb. 28, 1929 Per cent
Boston	-4	-4
New York	0	0
Philadelphia	-2	-2
Cleveland	-1	-1
Richmond	3	1
Atlanta	-3	-4
Chicago	0	-1
St. Louis	2	-3
Minneapolis	2	4
Kansas City	-13	-3
Dallas	1	0
San Francisco	2	0
United States	0	0

Report on Tennessee-Carolina Rate Case

The examiner in the case involving rates on canned fruits and vegetables in carloads from Newport, Sevierville and Tellico Plains, Tenn., to all destinations in North and South Carolina (Docket 21122) has submitted to the Interstate Commerce Commission a report proposing that the Commission find the rates not unreasonable in the past, but at the same time prescribe that for the future the rates will be unreasonable to the extent they may exceed the class 7 rates approved in the Southern class-rate revision from and to the same points.

Commercial Truck Crops for Shipment

The Division of Crop and Livestock Estimates has issued the following statements as to acreage planted and intended to be planted in snap beans, cucumbers, green peas and tomatoes to be marketed as truck shipments.

Snap beans.—The preliminary estimate of acreage for the early group of states is 20 per cent above the 1929 acreage and 33 per cent above the average for the 5-year period, 1925-29. The acreage planted and intended to be planted in the second early group of states is estimated to be about the same as the acreage last year, although it is 8 per cent greater than the five-year average acreage. Increases over last year are reported in Georgia, Louisiana and South Carolina, decreases in Mississippi and North Carolina, and the same acreage for Alabama.

Cucumbers.—The preliminary estimate of acreage for two of the early group of states, Florida and Texas, is 11 per cent above the acreage in these states in 1929. Comparing the acreage reported for this year with the average acreage for the five-year period, 1925-29, the largest increase is in Texas, 64 per cent, while in Florida it is 32 per cent.

Green peas.—The acreage intended to be planted in the intermediate group of states is 13 per cent greater than the 1929 acreage, but is 1 per cent smaller than the average for the five-year period, 1925-29. The total acreage reported to date for 1930, planted in the early states and intended to be planted in the second early and intermediate states, is 21 per cent over the acreage estimated for these groups last year.

Tomatoes.—The intended commercial acreage in the intermediate group of states for this year is reported to be 14 per cent greater than the acreage grown in these states in 1929, and 20 per cent greater than the average acreage for the five-year period, 1925-29. An increase over last year's acreage is indicated for all states except Maryland and Missouri. Combining the acreage intended for this group of states with the previously reported acreage planted and intended to be planted in the fall, early and second early groups, it appears that if the intentions to plant are carried out there will be an increase of 9 per cent over the 1929 acreage. Seventy-six per cent of the total commercial acreage reported for shipment in the United States in 1929 was grown in these four groups of states.

Cuban Vegetable Shipments to United States

Shipments of Cuban vegetables to the American market during the first two week of March amounted to 3,568,000 pounds as compared with 2,887,000 pounds during the last two weeks of February, and 5,921,000 pounds during the first two weeks of March last year. Increased shipments of potatoes, eggplant, and cucumbers during the first two weeks of March account for the increase over shipments for the last two weeks of February.